

### **Attachment 5**

- Mid-Ohio Regional Planning Commission – Columbus Region Comprehensive Economic Development Strategy (CEDS), excerpt
  - Attachment includes Section 3: CEDS Action Plan
  - Full document is available online at: <https://www.morpc.org/wordpress/wp-content/uploads/2022/02/Columbus-Region-CEDS-Final.pdf>

Application materials are also available online at:

<https://www.morpc.org/west-broad-street-brt-corridor-tod/>



# ***COLUMBUS REGION COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)***

**OCTOBER 14, 2021**



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

## SECTION 3: CEDS ACTION PLAN

### Population and Demographic Background

Responses derived from the SWOT analysis led to the creation of overarching goals to align the Region's economic development capacity and support prosperous communities. First, the Region must continue to support and align around the efforts of economic development leaders, including One Columbus and JobsOhio.

Next, to reach a higher degree of economic prosperity, the region must address labor force access barriers to allow for all people, no matter income, race/ethnicity, or social characteristics, to have opportunities towards building wealth and economic stability and mobility. These barriers include housing affordability and access, broadband access, mobility, childcare, and dependent care.

Finally, we must maintain and extend our world-class infrastructure investments to drive continued growth and opportunity for all regional communities.

### Vision 1: Build on Economic Development Success

This vision is aligned with and supportive of the One Columbus strategic plan (2019), which itself was based on hundreds of meetings, conversations, and forums across the Region. The One Columbus strategic plan is incorporated into the CEDS as Appendix B.

#### Vision Statement

The Region has experienced broad, sustained economic growth since the Great Recession. Regional stakeholders must continue to support our economic development leaders and build long-term economic resilience through growth and diversification.

#### Goals

##### Goal 1: Maintain and build on competitive advantages

- Serve existing businesses: Create the most competitive economic base in the United States
- Attract new businesses: Create the most diverse employment and tax base in the United States
- Support entrepreneurship and accelerate high-growth firms: Create a seamless continuum of services for venture-backed startups and high-growth firms to scale within the Columbus Region

##### Goal 2: Align regional strategies to support strategic growth priorities



- Prepare communities for the future: Become the most prepared area in the United States for growth and investment
- Increase global trade and investment: Lead our peer regions in foreign investment and export growth
- Market and promote the Columbus Region globally: Become known as the most prosperous economy in the United States
- Priority Economic Sectors: To increase employment and overall payroll in each economic sector over the next decade, we will focus on these key industries:
  - Manufacturing
  - Research & development
  - HQ & business services
  - Logistics
  - Automotive innovation

### Goal 3: Leverage the collaborative, interconnected culture to succeed

- Align regional strategies: ensure that local and regional plans are contextualized with common challenges and opportunities

### Objectives

Aligned with the One Columbus strategic plan, the objectives from 2020-2030 for Vision 1 are:

- Add \$3.3 billion of payroll in communities within the Columbus Region
- Secure 60,000 net new jobs in the Columbus Region. Full-time jobs with benefits remain a powerful way to change lives and build sustainable communities
- Attract \$10 billion of capital investment to the Columbus Region from our economic base projects

### Key Partners

One Columbus, JobsOhio, Delaware County Economic Development, Fairfield County Economic and Workforce Development, Franklin County Economic Development & Planning, Knox County Area Development Foundation, Inc., GROW Licking County, Logan County Chamber of Commerce, Madison County Chamber of Commerce, Marion CAN DO!, Morrow County Economic Development, Pickaway Progress Partnership (P3), Union County - Marysville Economic Development, Mid-Ohio Development Exchange, the Columbus Chamber of Commerce, Rev1 Ventures, Central Ohio Community Improvement Corporation, Future Ready Columbus, Columbus Council on World Affairs

## Vision 2: Increased Labor Force Utilization

### Vision Statement

Addressing barriers to labor force participation, particularly for marginalized populations, will enable the region to build on its economic development leadership and contribute to prosperous communities. Three key priority areas are housing access, broadband access, mobility, and workforce re-entry.

### Goals and Objectives

#### Goal 1: Increase housing affordability and access

- Review green tape development trends
- Offer more tenant-based rental assistance to address housing instability
- Enact source of income protection laws
- Create a State-level housing tax credit to support priority housing development
- Create a pilot that supports the development of diverse, lower-cost housing products, leveraging innovative design and construction techniques


Key Partners: Affordable Housing Alliance of Central Ohio, Affordable Housing Trust, Building Industry Association of Central Ohio, regional transit authorities, Columbus Metropolitan Housing Authority, Columbus Urban League, regional community improvement corporations, Ohio Capital Corporation for Housing, Ohio Housing Finance Authority

#### Goal 2: Enable high-speed broadband internet access for the significant portion of our regional population that lacks it

- Increase the number of affordable, reliable, high-speed internet options for residents and businesses in underserved areas
- Invest in innovative broadband access approaches
- Support digital literacy across the region, giving students and job-seekers the tools to seek out employment

Key Partners: Columbus Metropolitan Library, regional library systems, National Digital Inclusion Alliance, Smart Columbus, The Columbus Foundation, Broadband Ohio, regional school systems, OhioMeansJobs, One Columbus

#### Goal 3: Enhance mobility through innovative initiatives

- Encourage electric vehicle (EV) adoption through investment in EV infrastructure and public engagement
  - Expand transit-oriented development (TOD) approaches across the region
  - Increase options for rural mobility, including for seniors and disabled residents
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Key Partners: Smart Columbus, Columbus Partnership, City of Columbus, Clean Fuels Ohio, regional transit authorities, and numerous public and private partners along transit-oriented development corridors (e.g., businesses, local governments, etc.)

#### Goal 4: Expand and Enhance Workforce Re-Entry Programs

- Create a military transition program to assist veterans with seeking civilian employment after exiting the military
- Develop a program to assist enhance the employability of those needing re-entry services
- Consider launching a Back to Work 50 initiative through the AARP Foundation to re-engage the older workforce who are unemployed or underemployed
- Establish a “returnship” program to recapture the portion of the workforce that has been out of work for a significant amount of time and need exposure to the workplace to upskill for today’s in-demand occupations

Key Partners: Smart Columbus, Columbus Partnership, Regional Employers, AARP Foundation, Recovery Services Organizations, Ohio Department of Rehabilitation and Correction, Regional Jail Systems, Veterans Service Organizations



### **Vision 3: Increased and Aligned Infrastructure Investment**

#### Vision Statement

We must continue to identify and prioritize key infrastructure investments that prepare regional communities for continued economic and community development.

#### Goals and Objectives

##### Goal 1: Prioritize supportive infrastructure projects

- Improve regional coordination of priority infrastructure projects
- Identify trends in infrastructure needs related to economic development across the Region

##### Goal 2: Increase regional infrastructure investment

- Obtain new funding for prioritized projects
- Encourage new state and federal programs to increase and align infrastructure investment related to economic development

#### Key Partners

Regional county engineers, Ohio Department of Transportation, Ohio Department of Development, regional water and wastewater authorities, regional transit authorities, Central Ohio Greenways, utilities providers, Ohio Gas Access Partnership, Columbus Regional Airport Authority, railroad corporations